STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI - 86

(For candidates admitted from the academic year 2004 – 2005 & thereafter)

### SUBJECT CODE: EC/MO/MG44

### B. A. DEGREE EXAMINATION, APRIL 2008 BRANCH IV - ECONOMICS FOURTH SEMESTER

COURSE	: MAJOR – OPTIONAL		
PAPER	: MANAGERIAL ECONOMICS		
TIME	: 3 HOURS.	MAX. MARKS:	100
	SECTION – A		

### ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS: (10 X 3 = 30)

- 1. Define managerial economics
- 2. What is law of demand?
- 3. Define demand forcasting
- 4. What is meant by variable cost?
- 5. Define production function
- 6. What are iso-quants?
- 7. What is full-cost pricing?
- 8. What is dual price?
- 9. What is profit planning?
- 10. Define capital rationing

## SECTION – B

# ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOTEXCEED 300 WORDS(5 X 6 = 30)

- 11. Explain the nature of managerial economics.
- 12. Explain different types of elasticity of demand
- 13. Explain the features of good forecasting methods.
- 14. Explain the various techniques of cost control.
- 15. Differentiate short run cost and long run cost.
- 16. Explain the uses and limitations of marginal cost pricing.
- 17. Differentiate gross profit and net profit.

### SECTION – C

# ANSWER ANY TWO QUESTIONS. EACH ANSWER SHOULD NOT TO EXCEED 1200 WORDS. (2 X 20 = 40)

18. Discuss the role and responsibilities of a managerial economist.

- 19. Explain the different methods of demand forecasting
- 20. Explain the Cobb-Douglas Production Function.
- 21. Explain the role and significance of Break-Even analysis in business.

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